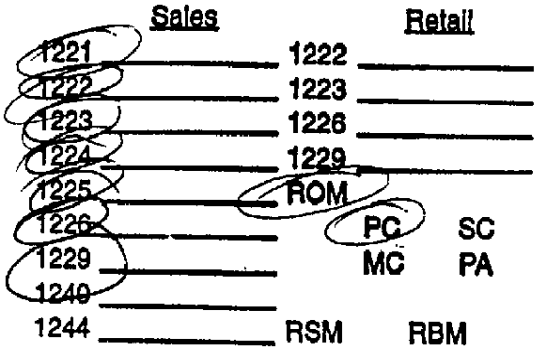
FSC-45-A	3/7/96	TO: ROM
SUBJECT:	DORAL Box Introduction-Direct Account Audit	

DISTRIBUTION:

X	AVP	X	KAM	___	ELM
X	RSM	___	Reg.Mil./DF Mgr.	___	MIL
X	RBM	___	DM	___	DF
X	ROM			___	REP



(Please disseminate to appropriate personnel)

It is critical to have all live (allocated) and promoted B1G1F product ordered and shipped to the direct accounts by March 29, 1996 so that shipments will be reflected in our first quarter volume objectives.

In order to implement effective distribution to retail from the direct accounts, we are extending the RJR inventory audit until April 25 and April 26 versus the original dates of April 8 & 9 for the expansion markets. This will give the accounts a more realistic time schedule to receive the product and ship it to retail in order to receive the one time distribution incentive payment of $10/6M case on allocated live product that has been moved out to retail. Although the physical audit by RJR Account Managers/Reps is not required in existing DORAL FF & Lts Box markets, it is still your responsibility to ensure that product is moved to retail by April 25.

Procedures on the audit will be communicated to the ROU's in the next few weeks.

Program Contacts: Sharon Peterson, extension #2858
Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

51847 7728

Source: https://www.industrydocuments.ucsf.edu/docs/prgy0000